

## 5.4. Make Montana tourism seamless and borderless

This Strategic Action strengthens Montana's tourism product and marketing efforts.

### Recommended Tactics

#### **MTOT, Regions, CVBs**

- » Encourage and facilitate cooperation across Regions. Identify areas that are not currently seamless, suggest solutions, and identify opportunities for cooperative efforts by Regions, CVBs, and stakeholders.
- » Review electronic visitor information to ensure that it can be used seamlessly by visitors, paying particular attention to primary travel corridors.
- » Seek out cooperative efforts to produce seamless visitor experiences and visitor information.

#### **Businesses & Organizations**

- » Inform Regions and CVBs of cooperative efforts that industry members across regional and community boundaries are undertaking and seek their support.

### Indicators of Success

- » Assessment of tourism information from the visitors' perspective confirms that visitors are able to obtain information and plan trips seamlessly throughout the state.
- » Towns and industry members in different Regions report that they can work cooperatively to promote multi-destination trips without administrative barriers.
- » Examples of successful cross-Region cooperative efforts are submitted for inclusion in the Resource Library and the strategic plan.

### Background & Rationale

Tourism stakeholders expressed frustration during community input sessions regarding their ability to work together across the administrative boundaries of Montana's Tourism Regions. Encouraging industry members to approach Regions with concrete proposals for cross-Region cooperative activities may help allay these frustrations. Regions, CVBs, the TAC, and/or MTOT may wish to establish a process for industry members to approach Regions and CVBs with multi-region proposals or requests for support. Successful examples of such projects should be included in the online Resource Library and the strategic plan to serve as inspiration or as templates.

Because visitors generally take multi-destination trips within Montana, it is important that they be able to plan those trips seamlessly across Regions. Region and CVB websites should be evaluated from the visitors' perspective to identify obstacles to multi-region trip planning, and resolving those failures should be a priority. MTOT and all region websites should look and feel cohesive, and must offer itinerary planning functionality.